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**TRANSMITTAL
FORM**

(to be used for all correspondence after initial filing)

Application Number	10/767,242
Filing Date	January 29, 2004
First Named Inventor	Margiloff, William A.
Art Unit	Not yet assigned
Examiner Name	Not yet assigned
Attorney Docket Number	E03.003/U

Total Number of Pages in This Submission

ENCLOSURES (Check all that apply)

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Form 1449/PTO, 4 non-patent literature
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Remarks

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm or Individual name	Patrick J. Buckley
Signature	<i>Patrick Buckley</i>
Date	March 11, 2004

CERTIFICATE OF TRANSMISSION/MAILING

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Typed or printed name	Edith Martin		
Signature	<i>Edith Martin</i>	Date	March 11, 2004

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Patent



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants: MARGILOFF et al.

Application No.: 10/767,242

Filing Date: January 29, 2004

For: SYSTEMS AND METHODS FOR
SELECTING ADVERTISEMENTS
TO BE PROVIDED TO USERS VIA
A COMMUNICATION NETWORK

)
)
) Group Art Unit: Not yet assigned

)
) Examiner: Not yet assigned

)
) **INFORMATION DISCLOSURE
STATEMENT**

)
) Attorney Docket No.: E03.003/U

)
) Buckley, Maschoff & Talwalkar LLC
) Five Elm Street
) New Canaan, CT 06840
) (203) 972-0006
)
)

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

INFORMATION DISCLOSURE STATEMENT

Sir:

Applicants submit herewith patents, publications or other information of which they are aware that they believe may be material to the examination of this application, and in respect of which, there may be a duty to disclose.

The filing of this information disclosure statement shall not be construed as a representation that a thorough search has been made, an admission that the information cited is, or is considered to be, material to patentability, or that no other material information exists. Nor shall the filing of this information disclosure statement be construed as an admission against interest in any manner.

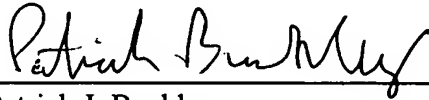
This Information Disclosure Statement is filed in accordance with 37 CFR §§1.56, 1.97 and 1.98. The items listed on the accompanying Form PTO-1449 may be deemed to be pertinent to the above-identified application and are made of record to assist the Patent and Trademark Office in its

examination of this application. The Examiner is respectfully requested to fully consider the items listed on the enclosed copy of Form PTO-1449 and to independently ascertain their teaching.

No fee is believed to be due under 37 CFR §1.17(p) for this Information Disclosure Statement since it is being filed within 3 months of filing national application.

Respectfully submitted,

March 11, 2004
Date



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INFORMATION DISCLOSURE STATEMENT BY APPLICANT (use as many sheets as necessary)				Complete if Known	
				Application Number	10/767,242
				Filing Date	January 29, 2004
				First Named Inventor	MARGILOFF, William A.
				Group Art Unit	Not yet assigned
				Examiner Name	Not yet assigned
Sheet	1	of	2	Attorney Docket Number	E03.003/U

U.S. PATENT DOCUMENTS						
Examiner Initials*	Cite No. ¹	U.S. Patent Document		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number	Kind Code ² (if known)			
	1	5,644,737		Tuniman et al.	07/01/1997	
	2	5,809,252		Shaw et al.	09/15/1998	
	3	5,838,790		McAuliffe et al.	11/17/1998	
	4	5,948,061		Merriman et al.	09/07/1999	
	5	6,014,502		Moraes	01/11/2000	
	6	6,157,946		Itakura et al.	12/05/2000	
	7	6,199,106	B1	Shaw et al.	03/06/2001	
	8	6,311,211	B1	Shaw et al.	10/30/2001	
	9	6,351,745	B1	Itakura et al.	02/26/2002	
	10	6,463,468	B1	Buch et al.	10/08/2002	
	11	6,490,602	B1	Kraemer	12/03/2002	

FOREIGN PATENT DOCUMENTS								
Examiner Initials*	Cite No. 1	Foreign Patent Document			Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T ⁶
		Office ³	Number ⁴	Kind Code ⁵ (if known)				

Examiner Signature		Date Considered	
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¹Unique citation designation number. ²See attached Kinds of U.S. Patent Documents. ³Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁴For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁵Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. ⁶Applicant is to place a check mark here if English language Translation is attached.

Substitute for form 1449A/PTO INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(use as many sheets as necessary)</i>				Complete if Known	
				Application Number	10/767,242
				Filing Date	January 29, 2004
				First Named Inventor	MARGILOFF, William A.
				Group Art Unit	Not yet assigned
				Examiner Name	Not yet assigned
Sheet	2	of	2	Attorney Docket Number	E03.003/U

OTHER PRIOR ART - NON PATENT LITERATURE DOCUMENTS			
Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
	1	Sherman, Chris, "Dogpile's Toolbar Fetches More than Search Engine Results", June 25, 2003, SearchEngineWatch.com. Retrieved from Internet: URL: < http://searchenginewatch.com/searchday/article.php/2226141 >, 5pgs.	
	2	Edelman, Benjamin, "Documentation of Gator Advertisements and Targeting", Berkman Center for Internet & Society, Harvard Law School, last updated June 7, 2003. Retrieved from Internet: URL: < http://cyber.law.harvard.edu/people/edelman/ads/gator >, 5pgs.	
	3	Google™ AdWords – It's All About Results™. Retrieved from Internet: URL: < https://adwords.google.com/select/pricing.html >, ©2004 Google, 5pgs.	
	4	Löffler, Alexander, "'BonziBUDDY' as an example of an intelligent software agent", University Of Applied Sciences, Zweibrücken, pp 1-4.	

Examiner Signature		Date Considered	
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